Marketing Resources for Aquaculture Producers

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Direct Marketing Aquaculture Products in Alabama
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Marketing Components

- Promotion (PR)
- Advertising
- Market Research

Customer Sales
Who are your Customers?

Red Lobster

grow alabama
locally grown. delivered.
How Will You Reach Them?

- Instagram
- tumblr.
- Pinterest
- www.
- Facebook
- Twitter
WHERE CAN I GO FOR HELP?
Latest Blogs

Apr 10, 2014 Iowa Veteran, Farmer and Local-Foods Advocate Recognized by White House as a "Champion of Change"
Sonja Kendrick, who founded Feed Iowa First, a non-profit organization in Cedar Rapids, Iowa, was among a small group of local leaders across the nation recognized by the White House recently as "Women Veteran Leader Champions of Change." The event on March 25 honored women veterans, highlighting their incredible contributions to the country's business, public [...] 

Apr 08, 2014 In Indiana, the Cooperative Interstate Shipment Program Opens Meatier Markets for Small Processors
Lou's Gourmet Sausage, a small family business run by the Vinciguerra brothers of Cleveland, Ohio, takes sausage seriously. For over fifty years, the company has been supplying Cleveland restaurants and grocery stores with Sicilian, Andouille, Cajun, mild and hot chicken and veal sausages. But despite strong demand for its products, it took a USDA program [...] 

Apr 04, 2014 Farmers Market Managers: Update or Add Your Listing to the National Directory
Located in Virginia's horse country, just an hour outside of Washington, DC, is the historic town of
Local to: University, MS  change your location

Events

Opening Day - Strawberry Season
Apr 18, Wartrace, TN
Valley Home Farm

Start of Mosay Food Club CSA
May 3, Petersburg, TN
Mosay Ridge Farm

Market is Open!
May 3, Birmingham, AL
East Lake Farmers Market

see more events

Featured Members

Weesner Meadow
Holly Springs, MS

see more members

From the Store Catalog

CSA Subscriptions  Fruits  Meats  Grocery and Produce

Featured Products

Organic Walnuts  From the Rivers
Order from our online farmers market!

NY area  SF Bay area

START A NEW PICKUP LOCATION
Start your own pickup location and become a Farmigo Organizer*  
*In NY and SF Bay areas only.

FARMERS
Use our software to reach more customers. Learn more »

How It Works
BRANDING
The Catfish Institute

2018 Farmers of the Year Favorite Recipes

Recipes
Not all catfish is fried...

Sustainability
New fish are born every day...

Health & Safety
Setting the highest standards...

Catfish Farmers of America
Find It
If you want the best, you better know where to go.

Catch It
For those that love the Gulf as much as the food.

Cook It
You don't have to leave the kitchen to have an adventure.

Share It
Your number one source for fresh content.

ENJOY YOUR LENTEN SEASON WITH AL GULF SEAFOOD

Are you supporting the waters that support our state?

Click here to submit your business, boat, restaurant or event to our list.
Gulf Coast Seafood.

Stories from the Gulf! Amazing seafood and amazingly good times. Join us as we explore the region, sample the culture, and sit down with a cast of lively characters to discuss what makes Gulf Coast Seafood the best-tasting seafood in the world.
Why should you join ASAN?

as a
Supporter
Farm
Business/Organization

JOIN TODAY

Upcoming Events / Highlights

Backyard Composting Workshop
Direct Marketing Aquaculture Products in Alabama Workshop
ASAN Community Potluck - Spanish Fort
ASAN Community Potluck - Greensboro
CATFISH

Serving Alabama Aquaculture

**Rick Osiek**
(602) 382-8625, ext. 4365

Founded in 1974, Alabama Catfish Producers, a division of Alabama Farmers Federation, is composed of fish farmers across the state involved in aquaculture. The dictionary calls "aquaculture" the science of raising water-based animals in a controlled environment. Consumers call it a great way to produce one of the tastiest and highest-quality fish around - genuine U.S. farm-raised catfish. And Alabama fish farmers call it a way of life - something they love doing and are proud of it.

Alabama has around 22,000 water acres of fish farms where nearly 200 commercial farmers produce 25 different aquatic species. Farm-raised catfish is by far the dominant species, with Alabama ranking second in the U.S. in annual catfish sales. Alabama farmers currently produce well over 100 million pounds of catfish per year, and Alabama still has the land and water resources to support an industry 10 times its current size.

With increasing stringent catch limits, domestic wild harvest is not expected to expand significantly in the near future, and the oil spill in the Gulf further complicates this issue. With the ever-growing world population, the worldwide demand for fish protein is to be met, it will come from aquaculture. Thirty years ago, almost 90 percent of all the seafood consumed came from "capture fisheries" with only 10 percent coming from aquaculture. The consumption from aquaculture is currently projected to be 30 percent. Simply put, the word is "OUT" that aquaculture is "IN". For more details about catfish statistics in Alabama, visit the Alabama Agricultural Statistics Service.

**Goals and issues**

Goals of the Alabama Catfish Producers are determined by a 12-member state committee, which is elected by other producers throughout the state. Issues and challenges facing producers are evaluated each year, and priority is placed on each to determine a focus for the division’s activities.
Questions?

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